



WE GOT YOUR MAC

Empower your employees with
SHI and Apple.



Deciding to upgrade your technology can determine who builds your future.

Optimization doesn't come by chance. It comes through choice—especially when it comes to technology. For your employees, every piece of workplace technology was probably chosen for them, maybe even by you. But when given the ability to pick for themselves, employees want their professional tools to match their personal ones.

As of [2023](#), there are over 1.5 billion iPhone® users in the world and 124 million in the United States alone. That's 40% of the U.S. population sending an iMessage®, speaking to Siri, and surfing Safari. This Apple preference isn't just for mobile but all personal electronic devices. In fact, in the last three years, the Mac® market has [grown an astonishing 60%](#). The Windows PC share? Just 6%.

When afforded the choice, people are choosing reliability, security, ease of use, and a sense of style. But perhaps more than anything, they're choosing consistency, which is why so many of them have also made the move to Mac—at home and at work.

Organizations everywhere have opted to accommodate their staff by embracing an Apple® device strategy, one that results in employee satisfaction, engagement, and increased retention. However, Apple implementation isn't uniform. The specific products, features, and deployment plans should be adapted to each individual workplace.

Like every choice, this one begins with a question: **How?**

It's a lot easier than you think.

Keep reading to discover how you can build a budget-friendly Mac plan that actually meets employee preferences.





To upgrade or not to upgrade? It isn't even a question.

Improvement isn't passive; it's usually the result of several small decisions that can lead to big change. Think of each piece of technology that you use in a workday as a small decision, one that can either rocket your organization forward or freeze it in place. Knowing when to upgrade employee devices is the first step to ensuring all those small decisions are well-informed.

After all, how can your teams possibly solve tomorrow's problems with yesterday's technology?

Unfortunately for many organizations' IT, "yesterday" was 2020. With the sudden shift to remote work, many devices were purchased out of necessity based on available inventory, not functionality. Everyone was scrambling to transition to remote work technology—without considering how that technology could affect employee productivity and efficiency.

As yesterday's infrastructure approaches the end of its lifecycle, conversations around employee choice for extending, redeploying, and replacing devices are becoming increasingly common. But refreshing doesn't mean mindlessly upgrading to the latest model. It means taking a hard look at your environment and asking yourself another question:

"Could this work better?"

In short, yes.

[Here are five reasons why procuring Apple devices through SHI can provide a modern workplace experience for IT departments and end users.](#)





Five reasons why procuring Apple devices through SHI can provide a modern workplace experience for IT departments and end users

1

FLEXIBLE PROCUREMENT AND FINANCING

Managing multiple vendor products, contracts, suppliers, and variable end/refresh dates can lead to time-intensive, manual contract management processes. For many, this ordeal was exacerbated by the surge in purchases over the last three years, which tested traditional procurement practices. But with Apple Financial Services and SHI Capital at the core of your device strategy, agreements are clear, simple, and straightforward. What's more, there's no pressure to make an end-of-term decision until 30 days prior to the end of your agreement. With our tailored services, SHI can design flexible leasing and financing options alongside you, centralizing your approach while optimizing your budget.

2

CONFIGURATION AND DEPLOYMENT

Through SHI's automated zero-touch enrollment process, organizations gain the control and desired flexibility to configure, manage, and supervise devices remotely via Apple Business (School) Manager as well as your chosen mobile device management solution. Depending on your goals, our experts will kit a single package with the accessories and peripherals to create a successful employee upgrade experience—delivered directly to the end user.

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3

DIGITAL EMPLOYEE EXPERIENCE

User-friendly tools make for happy employees, which is why the digital employee experience is a top priority for today's CEOs. The focus has shifted toward retaining top talent, not ineffective devices. To make the shift yourself, curate your teams' experience with innovative digital assets that also provide visibility on how they're being utilized. Crucially, Apple's predictive monitoring and analytics can prevent issues at any point in a device's lifecycle before the user is impacted, keeping your best employees happy and, well, around!

4

SUSTAINABILITY

Commitments to carbon reduction are widely influencing technology investment decisions, vendor selection, and supporting services. Organizations like yours are looking for newer, more efficient technology that takes less of an environmental toll throughout its lifecycle. Apple wants to make sure your organization is able to meet your goals without negatively impacting the environment, which is why Apple is at the forefront of sustainable technology innovation. By taking advantage of [SHI's buyback options and refreshing your existing fleet sooner](#), you can maximize the residual value of your devices in the form of cash or carbon credits, offering financial and ESG rewards.

5

TOTAL COST OF OWNERSHIP

TCO considers the cost of a device over its entire lifespan and compares it to the upfront purchase cost. On average, Windows devices have a lifespan of around three years, while Mac devices have a longer lifespan of four to five years. By dividing the initial cost by the average anticipated lifespan of a device, it's plain to see how favorably Mac compares to the other platforms.

All of these opportunities can be addressed individually or collectively as part of an overall device lifecycle management strategy. By tackling them together, you can streamline and coordinate your upgrades across the entire lifecycle, gaining increased efficiencies, lower cost, and enhanced employee experience.

All that said, you might be thinking, “Whatever happened to ‘If it ain’t broke, don’t fix it?’”

It went away because its advice is even worse than its grammar. While technologists today are often asked to firefight broken devices and perform hot fixes, the question they’re asking themselves is **“Could this all work better?”**

Is Mac at Scale right for you?

As you explore the potential of integrating Mac into your IT infrastructure, it’s essential to assess whether this shift aligns with your unique needs and objectives. This checklist is your go-to resource to start the conversation at your organization in order to make an informed decision.

- Will your business critical apps run on Mac?
- Who are your organization’s personas and who will have the greatest compatibility/benefit from Mac at Scale?
- What is your IT Staff’s level of understanding of the Apple ecosystem?
- Can your existing configuration management platform support Apple devices?
- Is your identity and access management (IAM) system compatible with Apple devices?
- What is the TCO of your existing end-user platforms vs. Mac?

Make Apple your reality.

While it's possible to prolong the life of your older devices by extending warranties and updating operating systems, this doesn't serve your organization in the long run. Rather, update your technology with modern devices that run on Apple Silicon, the best AI PC available today. These perform **better than previous-generation devices across:**



SECURITY

Protections built deep into the code execution architecture



PRODUCTIVITY

Enormous amounts of code executed up to 6 timepods faster than the fastest Intel-based MacBook Pro®



COLLABORATION

Optimized apps included, such as Microsoft 365, Cisco Webex, Slack, and Adobe Creative Cloud



BATTERY LIFE

Up to 22 hours on a single charge



COST EFFICIENCIES

Lower TCO compared to Windows devices

Benefits aside, upgrading on your own isn't easy, especially if you deploy a wide mix of devices across distributed workforces.

Fortunately, [SHI's device lifecycle management experts](#) can help you maximize the value of your Apple devices and reduce the burden on your teams at every stage of the lifecycle. We ensure that your technology assets are managed effectively and securely while delivering significant cost savings. Our device lifecycle management services are also tailored to meet your unique needs and will optimize your hardware investments while driving digital transformation.

Don't forget the chips!

New devices also mean new chipsets. The latest ones, in fact, are continually optimized for peak performance and designed specifically to handle large language models, giving your teams the edge they need to take full advantage of advanced automation and artificial intelligence. For this, there's no better tool than Apple Silicon M series chips, providing the most advanced system on a chip ever built for a personal computer. The M3, M3 Pro, and M3 Max chips feature industry-leading 3-nanometer process technology and tremendous performance, speed, and power efficiency. These boast a next-generation GPU architecture with Dynamic Caching and hardware-accelerated ray tracing, which enables more realistic and visually complex graphics for business use cases such as medical imaging, 3D modeling, AI/ML, and visual effects.

For organizations looking to capitalize on Microsoft Copilot and other AI programs, these chipsets can be critical too. Not only does Copilot work on Mac, but with Intel's exit from Mac products, [Apple is the first completely AI-capable PC manufacturer](#), having introduced AI integration with its M1 Neural Engine. Now, with the M series in the MacBook Pro and all Mac product lines, developers finally have the tools to make the most of A.I. integration. Mac notebooks with M series chips have a unified memory architecture that brings together high-bandwidth, low-latency memory into a single pool, improving performance and efficiency. This includes AI-enabled hardware, powerful built-in macOS® features, and third-party applications that take advantage of the Neural Engine.



The benefits don't even stop there.

Together, Apple and SHI bring you **modern devices** with maximum value.
Now you just have to pick which one.

ACCELERATE AUTOMATION WITH ADVANCED CHIPSETS THAT ARE:

- Optimized for peak performance and usability.
- Equipped with advanced automation of large language models and big data.
- Designed to fully leverage the latest advancements in AI.

RECOVER OLD DEVICES SOONER FOR MAXIMUM VALUE TO:

- Achieve a higher cash buyback or resale value.*
- Earn more carbon credits to support your green goals.
- Redeploy to users with lower computing requirements.
- Donate to a charitable cause as part of your ESG program.

**It pays to act fast. The average value for a 3-year-old MacBook Pro is \$700. Just one year later? Half that.*

Explore your Mac potential today, so you can reap the benefits:

3.1x

reduction in firmware attacks¹

50%

faster workflows²

61%

longer battery life³

3x

lower cost to buy versus maintaining 4+ year old PC⁴

¹Windows 11 survey report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

²Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops. Principled Technologies, February 2023.

³Battery life varies based on settings usage, device and other factors.

⁴SMB PC study, Techaisle, 2020 and The Total Economic Impact™ of Windows Pro Devices, Forrester June 2020.



The future of work is in your hands.

And with zero touch deployment of Apple devices, it could soon be in your staff's hands too.

The best decisions are the ones that propel you forward. SHI makes this one easy, and that's why more organizations than ever are picking Apple to outfit their IT. Leading professionals know that Mac is the engine of everyday business in anyone's work model. But before you get it started, you first have to hand it to your drivers.

Maybe "hand" isn't quite the right word. With SHI's [Zero Touch X](#) service, you can significantly reduce the provisioning time and effort often associated with the more manual PC setups. This process can even be automated, freeing up valuable resources for your other strategic initiatives and allowing IT teams to manage more devices with fewer full-time equivalents (FTEs). Because when in doubt, why not centralize? Microsoft Intune does exactly that. Furthermore, SHI ensures that Intune streamlines your mobile device management, offering:

- Seamless integration between Microsoft 365 and Apple Business or School Manager.
- Enterprise Mobility and Security licenses, bundled with E3 and E5.
- A smooth onboarding experience.
- Configuration control of all macOS® and iOS devices.

That's one user-friendly partner for Windows and Apple devices—without added investment.

In IT, “friendly” can be a relative term. In our case? It means five minutes for an average Mac setup. Compare that to the 60 minutes typically required for a PC.

Apple Business Manager supports a modern deployment and management model for Apple devices, which can also be set up through mobile device management (MDM). This web-based portal provides employees with access to Apple services, enrolling their devices and distributing apps, books, and software—all from the same place.

When dealing with systems traditionally designed for Windows, deploying Mac at scale doesn’t come without integration challenges. That’s why SHI helps you build and maintain service desk systems that cater to both operating systems.

Saving big on deployment is quite literally only the beginning with even more efficiency, security, and staff satisfaction yet to come.





YOUR CHANCE TO CHOOSE

Reduced (or avoided) hardware and software costs

Don't be fooled by the front of a device's price tag when the real costs are on the back.

While many believe the acquisition cost of a Mac to be higher than that of a Windows PC, the Mac actually plays in the same price band. Plus, the overall deployment cost can be considerably lower due to:

- No additional operating system licenses or update maintenance expenses.
- Seamlessly pushed OS updates.
- Fewer extra endpoint security licenses.
- Security patches at no additional cost.

The energy efficiency of Mac, especially the M3 models, contributes to even further cost savings. Even non-M1 Mac devices require less energy than PCs. What's more, the M3 efficiency cores create a CPU that provides the same multithreaded performance as M1 using as little as half the power, and up to 35% more performance at peak power. These factors, combined with the overall reliability and longevity of Mac hardware, make it a cost-effective choice in the long run.

With Apple's continual improvement in performance and power efficiency, and the introduction of the M3 chip, you can now deploy more Mac devices than ever before—all while staying within the same price range as a baseline PC.





YOUR CHANCE TO CHOOSE

Reduced risk of data breach

Organizations that have adopted the Mac report fewer security incidents and alerts compared to PC deployments. Built-in features such as hardware-verified secure boot, Gatekeeper, and on-the-fly encryption make Mac a robust choice for protecting your data—and saving you money.

Let's see [the math](#):

- Most organizations experience an average of 2.5 data breaches annually.
- The average cost of a security breach is a staggering \$6.1 million, including fines, fees, and remediation efforts.
- With Mac, the likelihood of a data breach is reduced by 50% per device.

Depending on your device count, the cost savings are colossal. Built-in security architecture for the Mac includes automatic encryption and easy enrollment in device management platforms, contributing significantly to improved security.

Apple has implemented measures to enhance corporate data security on personal devices, providing IT teams with greater flexibility in permitting employees to use the devices they already own. The benefits of this include cost savings, improved employee satisfaction, and even fewer help-desk inquiries.

Henry Patel, Chief Strategy Officer at Jamf, agrees: “If you’ve watched what Apple’s done with bring-your-own-device (BYOD) functionality, I think that’s an area that is going to enhance what the enterprise needs. On the Mac, it’s typically institutionally owned. But on these other devices, there are capabilities that Apple’s thinking ahead and saying, ‘How do we still provide this data protection layer between a personal device and an institutional application that the user needs to utilize?’”

Moreover, Mac with Apple Silicon features best-in-class advanced security out of the box, with hardware-verified secure boot, automatic high-performance encryption for all files, and security protections built deep into the code execution architecture. In fact, 76% of IT decision-makers believe [Mac is more secure than Windows-based PCs](#).



YOUR CHANCE TO CHOOSE

Improved employee productivity and engagement

The best operating systems are:

- **Reliable.**
- **Compatible.**
- **Good at problem-solving.**
- **Easy to interact with.**
- **Incredibly efficient.**
- **A fundamental part of your experience.**

The best workforces have the same assets—and they're even better on macOS.

The new generation of workers, often raised on Mac products, finds the Mac ecosystem intuitive and conducive to unlocking their potential. In one study, 10% of a large aggregated organization's staff chose Mac instead of PC as their new or replacement machine in their first year. By the end of year three, 33% of the organization were using a Mac.

Deploying Mac at this scale not only aligns with the preferences of your emerging workforce but also boosts your resilience to supply chain issues. Additionally, the collaborative features between Mac and iPhone, such as Continuity Camera and device synchronization, enhance productivity and make work even more manageable.



If you're fine with features but locked into a tight budget, Apple might be the key as well. In fact, the shift to Mac results in a 20% increase in employee retention, substantially reducing the cost of turnover.

Organizations also reported faster start-up times, improved productivity, and higher engagement for employees who got the opportunity to pick Mac as their workspace. Indulging their interests is an investment in efficiency—and with the right partners, it's easier than ever.



Hit refresh on your future with SHI and Apple
Personal choice can drive professional success.

Whether at work or at home, you can't control every problem. Your potential, however, is a different story—one that can be written on Mac.

[Schedule a consultation](#) with our Apple team, and you'll receive advice, meaningful metrics, and actionable next steps toward achieving your organization's goals. Reach out to SHI today to revolutionize your device strategy.

SHI is committed to helping you integrate Apple into your environment with ease and efficiency.

Modern deployment

Facilitate project rollouts that work with your timeline and budget. You can refresh devices and peripherals with one custom package shipped directly to your employees with a predictable, repeatable, scalable process. →

Manage with ease

Enhance security and device management with a modern approach and global helpdesk support. →

Upgrade your technology

Asset recovery makes certain you get maximum ROI on your end-of-life technology while ensuring your corporate data is kept secure. →

Affordable option

Flexible financing solutions help manage your technology lifecycle. →

Modern workplace

Prioritize your user experience without overburdening IT staff, transforming your traditional support into a modern, proactive, business-aligned process. →